

What is claimed is:

1. A method for tuning a television appliance using an internet appliance, comprising the steps of:
 - providing a program advertisement to said internet appliance;
 - providing channel map information to said internet appliance which identifies a channel for a program advertised in said program advertisement;
 - displaying said program advertisement on said internet appliance;
 - selecting said advertised program via interaction with said program advertisement;
 - communicating a tune command to said television appliance from said internet appliance; and
 - tuning said television appliance to said channel in response to said tune command.
2. A method in accordance with claim 1, further comprising:
 - creating said tune command for said advertised program based on said channel map information.
3. A method in accordance with claim 1, wherein said television appliance comprises one of a television, a digital video recorder, a video cassette recorder, a personal versatile recorder, or a set-top terminal.
4. A method in accordance with claim 1, wherein the program advertisement is provided to the internet appliance by one of a content provider or a system operator.
5. A method in accordance with claim 1, wherein the channel map information is provided to the internet appliance by one of a content provider or a system operator.
6. A method in accordance with claim 1, wherein the channel map information is provided from the television appliance to the internet appliance.

7. A method in accordance with claim 1, wherein:

said program advertisement is provided to the internet appliance via an external communication network; and

said channel map information is provided to the internet appliance by a system operator.

8. A method in accordance with claim 1, wherein said television appliance either (i) includes a cable modem, or (ii) is associated with a cable modem.

9. A method in accordance with claim 8, wherein said selected program channel map information is communicated from the internet appliance to the television appliance via said cable modem.

10. A method in accordance with claim 1, wherein said advertisement comprises a hypertext markup language (HTML) link.

11. A method in accordance with claim 10, wherein said HTML link includes a channel identifier from said channel map corresponding to the program identified in said advertisement.

12. A method in accordance with claim 11, wherein said tune command comprises said channel identifier.

13. A method in accordance with claim 1, wherein said advertisement is provided to said internet appliance via the use of an internet protocol datagram.

14. A method in accordance with claim 1, wherein said datagram is constructed using hyper text transfer protocol (HTTP).

15. A method in accordance with claim 1, wherein said advertisement appears on said internet appliance as a pop-up advertisement.

16. A method in accordance with claim 1, wherein said advertisement is targeted for display on a specific location on the internet appliance.

17. A method in accordance with claim 1, further comprising:

displaying interactive web pages on said internet appliance which relate to said advertised program in response to tuning said television appliance to said channel.

18. A method in accordance with claim 1, further comprising:

setting a recording device to record said advertised program in response to said tuning step.

19. A method in accordance with claim 18, wherein said recording device is one of a digital video recorder associated with said television appliance, a personal versatile recorder system integrated into said television appliance, or a video cassette recorder.

20. A method in accordance with claim 1, where said television appliance and said internet appliance communicate via one of (i) an infrared link, or (ii) an RF link.

21. A method in accordance with claim 1, wherein said internet appliance comprises one of a wireless web pad, a personal computer, or a web-enabled personal digital assistant.

22. A method in accordance with claim 1, wherein the program advertisement comprises a targeted advertisement directed to one of a specific viewer or group of viewers.

23. A system for enabling a television appliance to be tuned using an internet appliance, comprising:

a first network for providing a program advertisement to said internet appliance; and
a second network for providing channel map information to said internet appliance
which identifies a channel for a program advertised in said program advertisement;

wherein:

said program advertisement is displayed on said internet appliance;

said advertised program is selected via interaction with said program
advertisement;

a tune command is communicated to said television appliance from said
internet appliance in response to said interaction; and

said television appliance tunes to said channel in response to said tune
command.

24. A system in accordance with claim 23, wherein:

said internet appliance creates said tune command for said advertised program based
on said channel map information.

25. A system in accordance with claim 23, wherein said television appliance comprises one of
a television, a digital video recorder, a video cassette recorder, a personal versatile recorder,
or a set-top terminal.

26. A system in accordance with claim 23, wherein the program advertisement is provided to
the internet appliance by one of a content provider or a system operator.

27. A system in accordance with claim 23, wherein the channel map information is provided
to the internet appliance by one of a content provider or a system operator.

28. A system in accordance with claim 23, wherein the channel map information is provided
from the television appliance to the internet appliance.

29. A system in accordance with claim 23, wherein:

said first network comprises an external communication network; and

said second network comprises a system operator network.

30. A system in accordance with claim 23, wherein said television appliance either (i) includes a cable modem, or (ii) is associated with a cable modem.

31. A system in accordance with claim 30, wherein said selected program channel map information is communicated from the internet appliance to the television appliance via said cable modem.

32. A system in accordance with claim 23, wherein said advertisement comprises a hypertext markup language (HTML) link.

33. A system in accordance with claim 32, wherein said HTML link includes a channel identifier from said channel map corresponding to the program identified in said advertisement.

34. A system in accordance with claim 33, wherein said tune command comprises said channel identifier.

35. A system in accordance with claim 23, wherein said advertisement is provided to said internet appliance via the use of an internet protocol datagram.

36. A system in accordance with claim 23, wherein said datagram is constructed using hyper text transfer protocol (HTTP).

37. A system in accordance with claim 23, wherein said advertisement appears on said internet appliance as a pop-up advertisement.

38. A system in accordance with claim 23, wherein said advertisement is targeted for display on a specific location on the internet appliance.

39. A system in accordance with claim 23, wherein:

interactive web pages are displayed on said internet appliance which relate to said advertised program in response to tuning said television appliance to said channel.

40. A system in accordance with claim 23, wherein:

a recording device is set to record said advertised program in response to said tuning step.

41. A system in accordance with claim 40, wherein said recording device is one of a digital video recorder associated with said television appliance, a personal versatile recorder system integrated into said television appliance, or a video cassette recorder.

42. A system in accordance with claim 23, where said television appliance and said internet appliance communicate via one of (i) an infrared link, or (ii) an RF link.

43. A system in accordance with claim 23, wherein said internet appliance comprises one of a wireless web pad, a personal computer, or a web-enabled personal digital assistant.

44. A system in accordance with claim 23, wherein the program advertisement comprises a targeted advertisement directed to one of a specific viewer or group of viewers.

45. An internet appliance for tuning a television appliance, comprising:

a first network interface for receiving a program advertisement via a first network;
a second network interface for receiving channel map information via a second network, which channel map information identifies a channel for a program advertised in said program advertisement;

a display for displaying said program advertisement;
a user interface for selecting said advertised program via interaction with said program advertisement; and
a processor for generating a tune command for said selected advertised program;
wherein said tune command is communicated to said television appliance from said internet appliance to cause said television appliance to tune to said channel.

46. An internet appliance in accordance with claim 45, wherein:

said processor creates said tune command for said advertised program based on said channel map information.

47. An internet appliance in accordance with claim 45, wherein said television appliance comprises one of a television, a digital video recorder, a video cassette recorder, a personal versatile recorder, or a set-top terminal.

48. An internet appliance in accordance with claim 45, wherein the program advertisement is provided to the internet appliance by one of a content provider or a system operator.

49. An internet appliance in accordance with claim 45, wherein the channel map information is provided to the internet appliance by one of a content provider or a system operator.

50. An internet appliance in accordance with claim 45, wherein the channel map information is provided from the television appliance to the internet appliance.

51. An internet appliance in accordance with claim 45, wherein:

said first network comprises an external communication network; and
said second network comprises a system operator network.

52. An internet appliance in accordance with claim 45, wherein said television appliance either (i) includes a cable modem, or (ii) is associated with a cable modem.

53. An internet appliance in accordance with claim 52, wherein said selected program channel map information is communicated from the internet appliance to the television appliance via said cable modem.

54. An internet appliance in accordance with claim 45, wherein said advertisement comprises a hypertext markup language (HTML) link.

55. An internet appliance in accordance with claim 54, wherein said HTML link includes a channel identifier from said channel map corresponding to the program identified in said advertisement.

56. An internet appliance in accordance with claim 55, wherein said tune command comprises said channel identifier.

57. An internet appliance in accordance with claim 45, wherein said advertisement is provided to said internet appliance via the use of an internet protocol datagram.

58. An internet appliance in accordance with claim 45, wherein said datagram is constructed using hyper text transfer protocol (HTTP).

59. An internet appliance in accordance with claim 45, wherein said advertisement appears on said internet appliance display as a pop-up advertisement.

60. An internet appliance in accordance with claim 45, wherein said advertisement is targeted for display on a specific location on the internet appliance display.

61. An internet appliance in accordance with claim 45, wherein:

interactive web pages which relate to said advertised program are displayed on said display in response to tuning said television appliance to said channel.

62. An internet appliance in accordance with claim 45, wherein:

a recording device is set to record said advertised program in response to said tuning step.

63. An internet appliance in accordance with claim 62, wherein said recording device is one of a digital video recorder associated with said television appliance, a personal versatile recorder system integrated into said television appliance, or a video cassette recorder.

64. An internet appliance in accordance with claim 45, where said television appliance and said internet appliance communicate via one of (i) an infrared link, or (ii) an RF link.

65. An internet appliance in accordance with claim 45, wherein said internet appliance comprises one of a wireless web pad, a personal computer, or a web-enabled personal digital assistant.

66. An internet appliance in accordance with claim 45, wherein the program advertisement comprises a targeted advertisement directed to one of a specific viewer or group of viewers.